

# FRANKLIN/DELK LIVABLE CENTERS INITIATIVE

## LCI STUDY

FIVE YEAR UPDATE  
2017-2022



# FRANKLIN/DELK LIVABLE CENTERS INITIATIVE STUDY

**5-Year Livable Centers Initiative Study Update  
2017-2022**

**5-YEAR UPDATE ADOPTED**



**City of Marietta**  
**Department of Development Services**  
205 Lawrence Street  
Marietta, Georgia 30060



**Cobb County**  
**Community Development Agency**  
100 Cherokee Street  
Marietta, Georgia 30090

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Jason Gaines, AICP, Planning Division Manager

Phillip Westbrook, Land Use Planner/Project Manager

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## Executive Summary

Having been ten years since the first study and five years since the most recent plan update, the Franklin/Delk LCI Study area has undergone many changes. As was the case with the last update, the status of area transit projects became fluid with proposed light rail along Cobb Parkway (U.S. 41) being abandoned. Other efforts evolved including the GreenTech Corridor which saw its applicability transition from focusing on sustainable industries to a more global approach. Like the rest of the region, the Franklin/Delk LCI area experienced an economic downturn from the years 2008-2010. Recent years have shown signs of economic improvement with the local economy experiencing modest growth. This recovery along with a number of completed and initiated projects have helped signal a significant transformation in the area. These projects and initiatives include:

- *Transportation Projects:* Franklin Gateway/Delk Intersection Improvements, Franklin Gateway/South Marietta Parkway Intersection Improvements, Franklin Gateway Streetscape Improvements Phase 1, Franklin Gateway Streetscape Improvements Phase 2 (underway), Rottenwood Creek Trail Phase 1 (underway) and Rottenwood Creek Phase 2 (underway).
- *Franklin Gateway Opportunity Zone Created and Expanded:* In 2009, the city had an opportunity zone created along the Franklin Gateway corridor with the initial boundaries being S. Marietta Parkway (north) and Delk Road (south). This zone was amended in 2012 to add portions of the corridor south of Delk Road to Cobb Parkway.
- *Redevelopment Bond:* In 2013, the citizens of Marietta approved a \$68 million redevelopment bond, of which, \$64 million was dedicated to the acquisition and demolition of improved property to further redevelopment along Franklin Gateway. The city has utilized these funds to purchase unsafe, aged, and deteriorated housing that fostered unhealthy living conditions and hindered development along the corridor. In total, the city has purchased four apartment complexes, Marquis Place Apartments, Preston Chase Apartments, Woodlands Park Apartments, and Flagstone Village Apartments.

- *Franklin Gateway Sports Complex (underway)*: Utilizing property purchased with the redevelopment bond, the city is in the process of developing a 13-acre parcel into a new city sports complex that will house three artificial turf, multi-sport fields and walking trail.
- *Renaming Franklin Road to Franklin Gateway*: In 2016, the city leaders changed the name of Franklin Road to Franklin Gateway, as a symbol of improving area conditions and a sign of the city’s commitment to its continued redevelopment.
- *Gateway Marietta CID*: In 2014, the Gateway Marietta Community Improvement District (CID) was formed and now is a partner in improving commercial growth opportunities in the area.
- *Powers Ferry Master Plan Update*: This plan was updated in 2015 to note current conditions and plan progress. Among the progress in the implementation of that plan were policy updates and amendments to other local planning documents.
- *Code and Property Maintenance Initiatives*: The city has continued to provide increased code enforcement to the area in an effort to improve the safety and aesthetics.

Along with these publicly driven projects, the district’s commercial market has begun to see improvement with increased jobs and investment. The area’s hallmark project has been the arrival of Atlanta United FC’s headquarters and training center which represents a \$40 million investment in the area. In another significant investment, Home Depot opened a technology center on New Market Parkway bringing more than 1,200 jobs to the area. Other investment includes the expansion of Red Hare Brewery, improvements to hotels, and restaurant and gas station development. While seeing some commercial redevelopment successes, a new implementation program has been developed that will not only prioritize these continued efforts but also focus on bolstering the area’s residential prospects. The resulting implementation program includes new and existing initiatives, such as:

- *Transportation Projects*: Cobb County and Marietta have numerous transportation improvement projects planned or programmed for the area including intersection improvements, streetscape projects, trail projects, and road development.

- *Franklin/Delk Master Land Use Plan:* Marietta intends to develop a Master Land Use Plan for the area. This plan would review the district parcel by parcel and address development issues. As a component of this plan, the city will develop a zoning overlay that will enable mixed-use development and improve the aesthetics of the community.
- *Residential Redevelopment:* The city will work to balance the area’s housing needs through encouraging high quality, sustainable redevelopment and upgrades to existing multi-family properties. In doing so, it aims to improve the living conditions of current area residents.
- *Gateway Marietta CID Progress and Expansion:* As a part of the CID’s work program, the board has prioritized right-of-way maintenance/gateway improvements, signage and wayfinding, and boundary expansion.
- *Powers Ferry Master Plan Implementation:* Following the update of the Powers Ferry Master Plan in 2015, Cobb County will be implementing its new work program for that area as it seeks to accommodate future growth and improve the quality of life for residents, employees and visitors.

## Evaluation and Appraisal Report

### Introduction Literary

The Franklin/Delk Livable Centers Initiative Study originated with the Delk Transit Oriented Development (TOD) LCI Study, a joint planning collaboration between the City of Marietta and Cobb County. The Delk TOD LCI Plan was formally adopted by Mayor and City Council and accepted by the Cobb County Board of Commissions in early 2005.

This first iteration of the study focused primarily on the Franklin/Delk area's redevelopment in light of the state's planned transportation initiatives along the Interstate 75 corridor north of Atlanta through Cobb County, including the placement of a transit station within the study area. Prevailing thought suggested that these initiatives could spur opportunities for redevelopment and new development. Because of this, many of the study's elements were centered on maximizing that station's value, including the development of six, mixed-use "town centers."

By the time of the initial, required 5-year update in 2009, it became clear that the state's I75 transit plans had been abandoned. It was recognized that the study would need to be drastically altered in order to provide a geographic specific focus as opposed to transit. With that update, the name of the study was changed to the Franklin/Delk LCI. Acknowledging that the redevelopment of the area would continue to be a priority, this study contained new initiatives based upon ongoing strategies. These initiatives included plans for a Green Tech Corridor and the initiation of the county's Power Ferry Road Master Plan along with the employment of redevelopment tools.

Soon after the update, the county and the city acknowledged the need for a plan amendment sparked by the completion of several initiatives. In the 2011 amendment, the study boundary was altered to include relevant portions of the Powers Ferry Road based upon the county's completed master plan. Additionally, the amendment further expounded upon the Green Tech Corridor initiative and the now-approved Opportunity Zone designation.

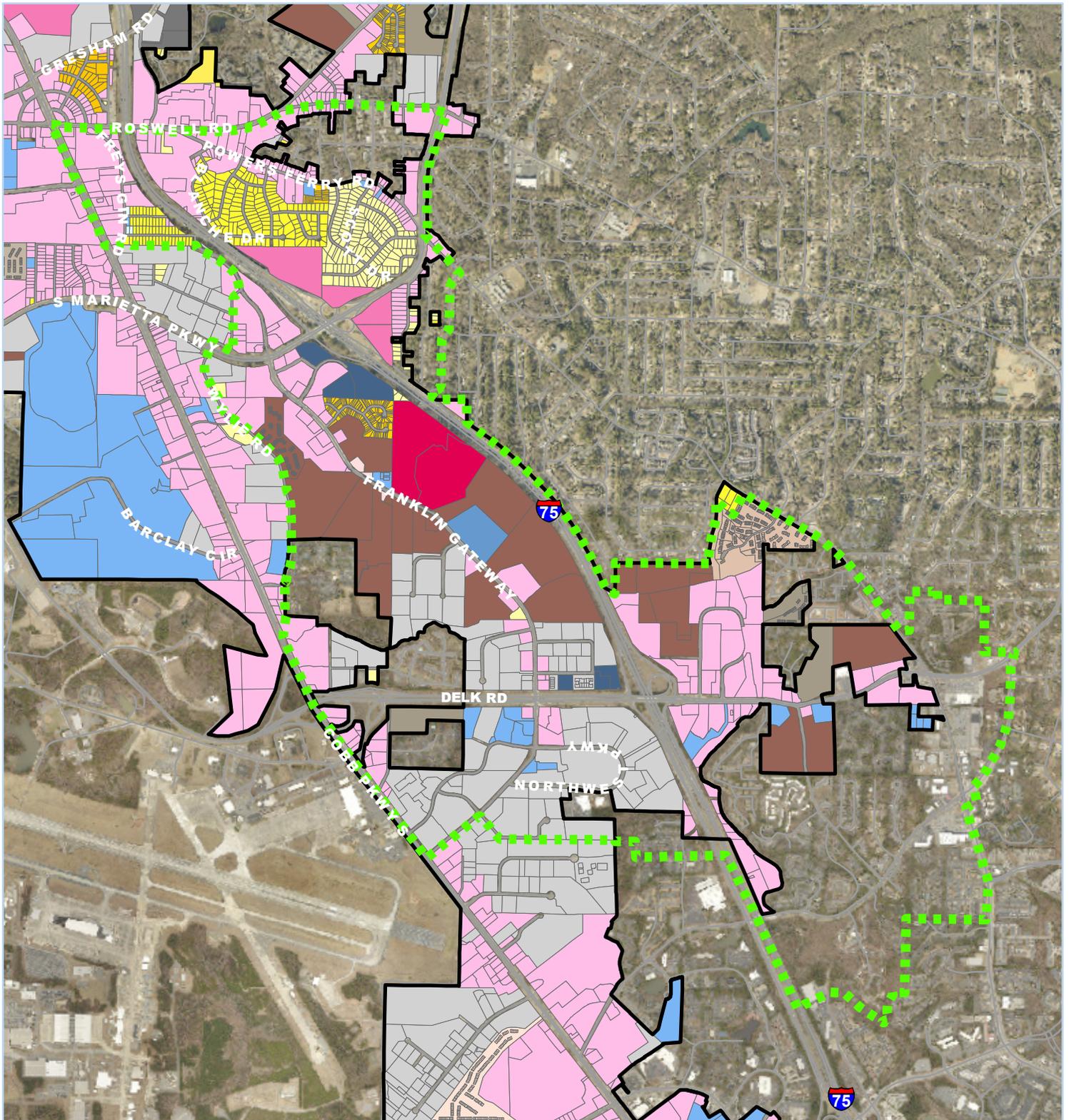
## Franklin/Delk LCI Study Area

The 2017-2022 5-year update includes a newly expanded Franklin/Delk study boundary comprised of 2,413 acres. To the north, the area is bounded by Roswell Road, to the west by Wylie Road and Cobb Parkway (US 41), to the south by Franklin Gateway and property lines on the south side of Terrell Mill Road. The area's eastern border is Powers Ferry Road up to Terrell Mill Road and along Terrell Mill to Delk Road, I-75, and along South Marietta Street up to Roswell Road. The I-75 corridor runs directly through the Franklin/Delk study area, and the north and south boundaries of the study area has four interstate access ramps to I-75, which provides good and easy access and route options to the interstate corridor. The major local roadway that runs parallel to I-75 is Franklin Gateway to the west and Powers Ferry Road to the east. Both are key asset corridors for current and future development.

Previous plan versions recognized the Franklin/Delk Study Area as containing a high concentration of deteriorated multi-family rental housing, auto-oriented strip shopping centers, commercial office complexes, industrial and warehouse facilities, as well as some owner occupied condominiums and townhomes. Today, the area continues to be largely comprised of these land uses and displays evidence of disinvestment in both residential and commercial development. The major corridors were once a home to successful retail stores and national restaurant chains, but the majority of these locations have long since gone, leaving behind vacant buildings or unappealing uses. Also prevalent in the area are short-term lodging and extended stay hotels. Most of these units are low-end, in decline, and are hotbeds for crime, severely impacting the safety of nearby residents and businesses. Despite persistent conditions, recently there has been marked progress, and the area is beginning to experience redevelopment.

For the 2017-2022 update, the LCI Boundary has been expanded north to Roswell Road, up from the previous northern boundary, Banberry Road, adding 267 acres. Conditions and land uses in the expansion mirror those in the original boundary. In the expansion area, the sections along Roswell Road and Powers Ferry are concentrated with aging, retail shopping centers and other commercial uses. Included amongst these is the Harry's Whole Foods (Figures 1 and 2), a center located on 20.91 acres that includes nearly 200,000 SF of building space. This center has long contained numerous vacancies, and its last remaining tenant is Whole Foods, which will be closing and moving to a new location in mid-2017. This provides a unique opportunity to look toward redeveloping the site and finding a use that can help maximize the area's potential. South of Roswell Road and

# Franklin/Delk Study Area: Zoning Map (Marietta)

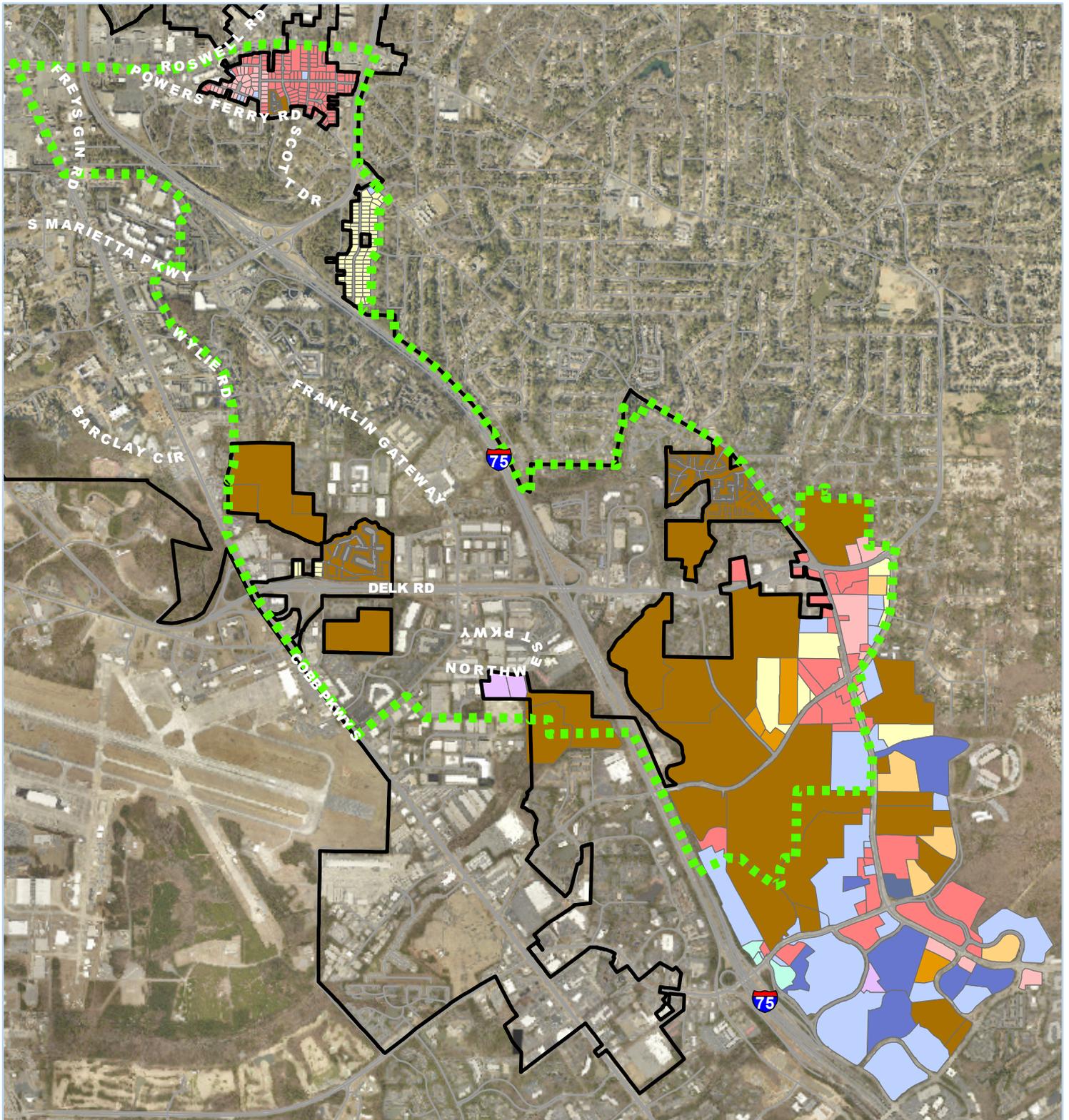


Delk Road LCI Boundary	R4	PRD-SF	PRD-MF	LI	OIT
Marietta City Limits	RA4	RM8	NRC	HI	LRO
<b>Marietta Zoning Codes</b>	RA6	RM10	CRC	PID	OI
R1	RA8	RM12	RRC	MXD	OS
R2	MHP	RHR	PCD	CBD	OHR
R3					



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# Franklin/Delk Study Area: Zoning Map (Cobb)



- |  |   |   |  |   |
|--|---|---|--|---|
|  Delk Road LCI Boundary |  LRC |  OI   |  SC     |  RM-12 |
|  Marietta City Limits   |  NS  |  OHR  |  UC     |  RM-16 |
| <b>Cobb Zoning Codes</b>   |  PSC |  OMR  |  FST-10 |  MHP   |
|  CF                     |  GC  |  R-20 |  RM-10T |  UVC   |
|  NRC                    |  LI  |  R-80 |  RMR    |  PVC   |
|  CRC                    |  LRO |  RA-5 |  RM-8   |  TS    |



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west of Powers Ferry Road, side roads are predominately comprised of older residential single family housing stock and townhomes, which are in decline. Much like the rest of the LCI area, the vast majority of these units are rental, 71 percent, which indicates a high likelihood of continued deterioration. The city believes the expansion area presents a stark need for redevelopment due to the high volume of vacant commercial space along with low aesthetic quality and the lack of accessibility from the residential to the commercial. At the same time, the area is expected to see an influx of traffic due to impending construction of GDOT’s managed lane interchange at the Roswell Road Exit along I-75 which will open in 2018.



Figure 1: Harry's Whole Foods



Figure 2: Harry's Farmers Market Vacancy

During the inception of the first plan, the city and Cobb County recognized the opportunity to revitalize this area through the plans for a transit station that could spur redevelopment within the economically challenged area. The vision of the plan was developed around this action and many of the initiatives were directly associated to the station. As this plan was abandoned, the entities maintained belief that the area still

warranted attention. Subsequently, the focus of the five year update was shifted to a new vision with new strategies and initiatives.

The 2011-2016 plan update focused around the city’s formally adopted vision which was to make the area, among other things, more active, livable, walkable, clean, and dynamic. Several new transportation and local initiatives were developed with this in mind. The county, likewise, included its initiatives that incorporated other related transportation and transit plans.

### **Regional Transportation Initiatives**

Home to both major north-south roadways (I-75 and Cobb Parkway) and east-west thoroughfares (Delk Road, Roswell Road, South Marietta Parkway, and Terrell Mill Road), the Franklin/Delk area has a high level of connectivity for vehicles. Unfortunately, the area is also prone to major congestions problems hindering accessibility. Likewise, the current infrastructure is poorly equipped to handle bike and pedestrian traffic. Transit service is provided to the area by two Cobb Community Transit (CCT) bus routes (10 & 50). Route 10 follows from Marietta to the Cumberland Boulevard Transfer Center via U.S. 41, then to the MARTA Arts Center Station. Route 50 operates from Marietta to the Cumberland Boulevard Transfer Center via U.S. 41, Franklin Gateway and Powers Ferry Road. While this serves the area’s residents and workforce, it has not shown itself sufficient to resolve the congestion issues.

As was reflected in the 2011-2016 plan update, in 2010, Cobb County DOT and GDOT studied the expansion of light rail along Cobb Parkway (US 41). The 14 mile rail line would stretch from Cumberland CID area to Town Center CID area with half of the line being in the city. Much like previous initiatives, plans for light rail along Cobb Parkway failed to gain traction and have stalled.

As was the case during the previous planning cycle, many unanticipated changes have occurred to the Franklin/Delk area. Several initiatives have been discontinued or postponed within the area and at the same time, new initiatives, strategies, and factors have come into play. While this has served to change the landscape of the area’s future, it has not impacted the overall vision for the area’s redevelopment.

State and local leaders have continued to explore alternatives for improvements that might provide congestion relief. In 2012, the Georgia Department of Transportation’s (Georgia DOT) Northwest Corridor Express Lanes Project was initiated, and when

constructed, will consist of 29.7 miles of tolled managed lanes that will extend from the Aker’s Mill Road exit along I-75 to up to and along I-575 in Cherokee County. Construction of these lanes is ongoing and will include six I-75 interchanges that will allow vehicles access to enter or exit. One such interchange is planned for Roswell Road likely bringing new traffic patterns to the area. To encourage use of the interchange, the Georgia Regional Transportation Authority (GRTA) is developing a nearby park and ride lot. Additionally, there has been continued investigation of local solutions to high traffic volumes.

Even as transit plans have shown themselves to be a moving target, there has been many accomplishments made in the study area. Some of these accomplishments were planned in the previous update while others emerged outside of the confines of the study. It is due to these changes, that study reevaluation is particularly relevant.

### **Franklin/Delk LCI Study Developments and Accomplishments**

Over the past five years, a number of successful initiatives have been undertaken that show an emerging transformation in the Franklin/Delk Area from a place known for blight and crime to one of opportunity. The following section will outline those initiatives that have been accomplished, those that are in process, and other developments that have occurred. Included are, not only those which were planned in the previous study but also those that have occurred outside of that scope. Following this section, those initiatives that are no longer relevant or have otherwise been abandoned will be reviewed.

#### **Activities Accomplished and Underway:**

- *Transportation Projects:*
  - I. Delk Road at Franklin Gateway Intersection Improvements – Utilizing funds from the 2005 SPLOST, the city completed intersection and pedestrian improvements at the corner of Delk Road and Franklin Gateway in 2012.
  - II. South Marietta Parkway at Franklin Gateway Intersection Improvements – The city completed intersection and pedestrian improvements at the intersection of Franklin Gateway and South Marietta Parkway in 2012.

- III. Franklin Gateway Improvements Phase 1 – The project included improvements to the roadway along Franklin Gateway from South Marietta Parkway (SR 120) to Twin Brooks Drive. This work included sidewalk construction with other beautification and safety operational improvements. Construction was final in 2012.



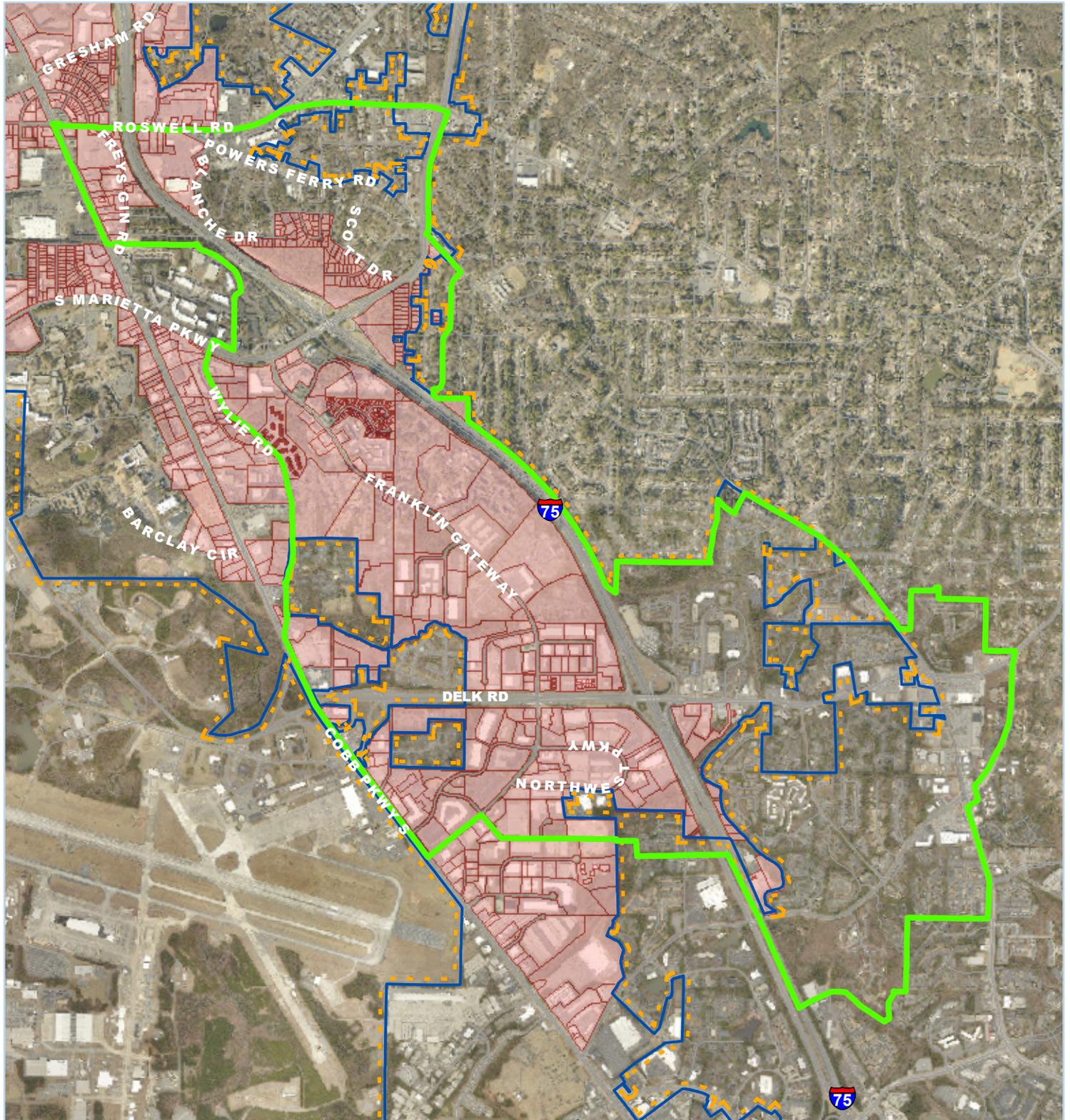
Figure 3: Franklin Gateway Improvements Phase 1

- IV. Franklin Gateway Improvements Phase 2 (UNDERWAY) – This project involves the installation of roadway improvements along Franklin Gateway from Twin Brooks Drive to Woodlands Park. These improvements will include sidewalks, beautification and safety operational improvements. The project began construction in summer of 2016 and will be finished in early summer of 2017.
- V. Rottenwood Creek Trail Phase 1 (UNDERWAY) – In 2015, the city completed a scoping study for Phase 1 of the Rottenwood Creek Trail, which extends from Alumni Drive to Franklin Gateway, just south of the impending Franklin Gateway Sports Complex. The trail will be a multi-use path connecting the nearby Kennesaw State University Marietta and Life University campuses to the Franklin Gateway area. In 2016, the city will move forward with the engineering and design of this phase utilizing LCI funds.
- VI. Rottenwood Creek Trail Phase 2 (UNDERWAY) – Phase 2 of the trail will extend from Franklin Gateway over I-75 down to Terrell Mill where it will connect with Cobb County’s Bob Callan Trail. Funds remaining from the Phase 1 scoping will be utilized to complete the scoping of Phase 2 by 2017.



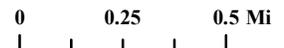
- ***Franklin Road Renamed Franklin Gateway (NOT IN ORIGINAL STUDY)*** – Due to a high crime rate, Franklin Road developed a negative reputation which hindered its chances at redevelopment. In 2015, community leaders began suggesting that the name of the road be changed to Gateway Boulevard to help positively rebrand the area, abate its negative stigma, and signal to the community that the city was committed to its redevelopment. Discussions and public meetings were held over the course of many months while the city considered the change. Ultimately, community input led city leaders to rename the road, Franklin Gateway in early 2016. This change is meant to honor the past while allowing the road a new beginning.
  
- ***Franklin Gateway Opportunity Zone Created and Expanded*** – In November 2009, the Department of Community Affairs approved applications for the creation of several opportunity zones within Marietta. These designations help incentivize job creation and redevelopment by offering state income tax credits for five years to eligible businesses located within the zone that create a minimum of two new jobs to the state of Georgia. One zone was placed along the Franklin Gateway corridor with the initial boundaries being S. Marietta Parkway (north) and Delk Road (south). Recognizing the potential for greater impact along the Franklin/Delk Area, the city amended the zone to add portions of the corridor south of Delk Road to Cobb Parkway. Over the past seven years, the city has successfully promoted this incentive to existing and potential businesses with many utilizing these credits.
  
- ***Redevelopment Bond (NOT IN ORIGINAL STUDY)*** – On November 5, 2013, the citizens of the City of Marietta approved a \$68 million Redevelopment Bond, of which, \$64 million was dedicated to the acquisition and demolition of improved property to further redevelopment along Franklin Gateway. The city has utilized these funds to purchase unsafe, aged, and deteriorated housing that fostered unhealthy living conditions and hindered development along the corridor. In total, the city has purchased four apartment complexes, Marquis Place Apartments, Preston Chase Apartments, Woodlands Park Apartments, and Flagstone Village Apartments. Three of the four complexes have been demolished, with Marquis Place Apartments awaiting demolition in 2016. Once cleared the properties are being marketed for development to encourage job growth and improve the quality of life for the area’s remaining residents.

# Franklin/Delk Study Area: Opportunity Zones



-  Delk Road LCI Boundary
-  Marietta City Limits
-  Opportunity Zones

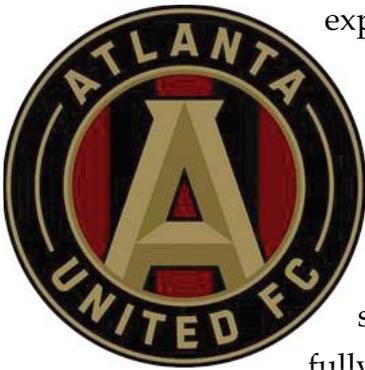
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- **Gateway Marietta CID (NOT IN ORIGINAL STUDY)** – In 2014, Gateway Marietta Community Improvement District (CID) was founded along the Franklin Gateway area with the goal of transforming the area into a premier business center. From its onset, the CID has made landscaping and public safety its priority focuses. The self-taxing district has developed landscaping designs for two I-75 interchanges in the LCI area and is working towards installing wayfinding and signage along the corridor. As more resources become available, the district will continue to look for opportunities to positively impact the area. As a part of its strategic plan, the CID intends to expand its borders along with its reach.

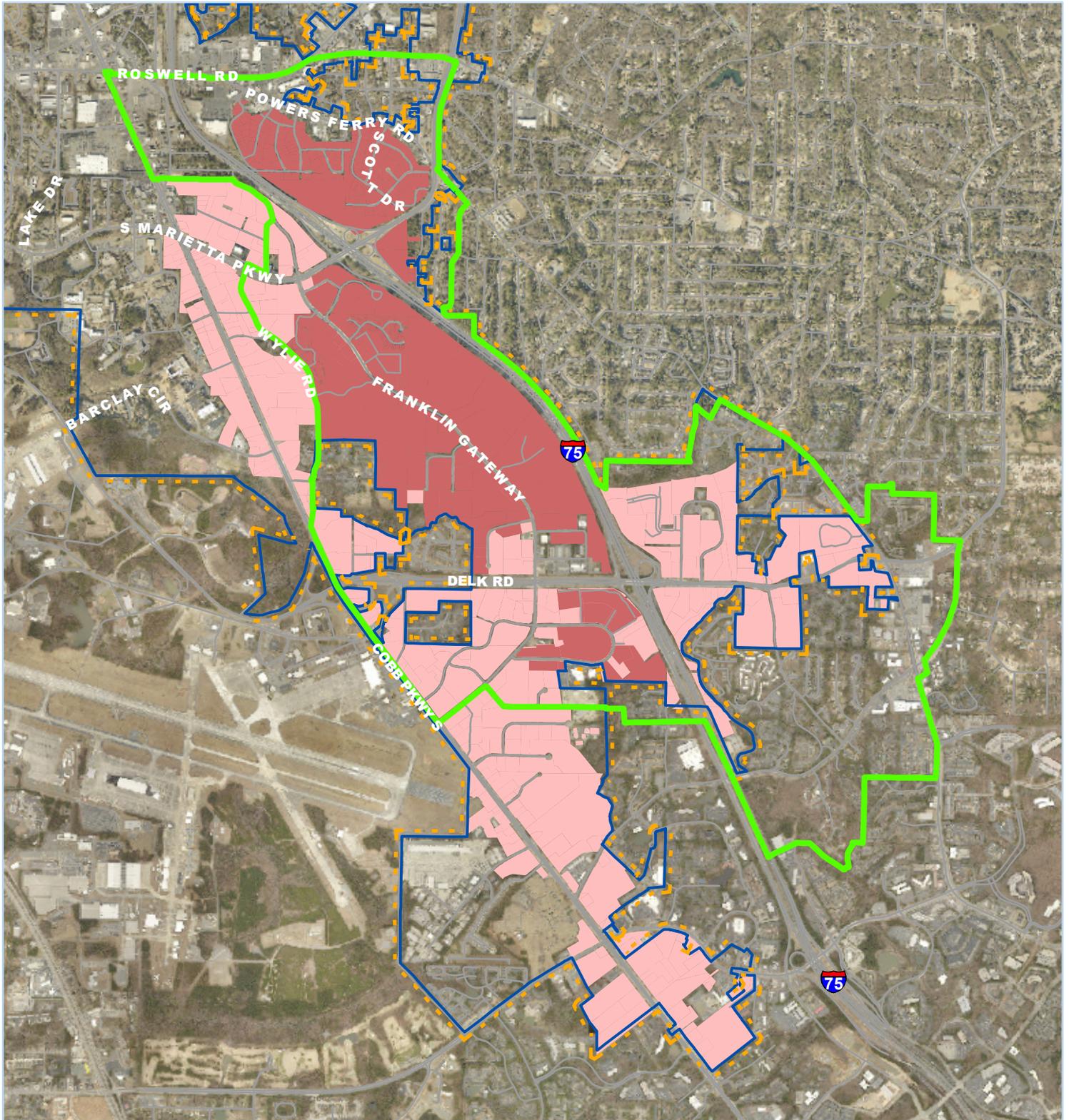


- **Atlanta United Football Club (OUTSIDE ACTION)** – In November 2015, the expansion Atlanta United Football Club (AUFC) announced its intention to develop its club headquarters and team training facility on the former Woodlands Park apartments site. The team has committed to developing the 32 acre site with an investment of at least \$40 million that will include state of the art exercise facilities, office space, and six practice fields. The facility is expected to be fully operational by spring 2017.



- **Franklin Gateway Sports Complex (NOT IN ORIGINAL STUDY)** – Accompanying the AUFC location, the city has agreed to develop the 13 acre, Preston Chase parcel into a new city sports complex that will house three artificial turf, multi-sport fields and walking trail. The City of Marietta and AUFC may partner to offer large-scale soccer tournaments at the complex. In addition, the park will be available for public team use as soccer and lacrosse have emerged as burgeoning sports within the city. This will expand recreational opportunities for study area residents.
- **YELLS, Inc. (OUTSIDE ACTION)** – Youth Empowerment through Learning, Leading, and Serving (YELLS), Inc. is a local non-profit whose mission is to help develop youth in the Franklin Gateway Area to become leaders. It accomplishes

# Franklin/Delk Study Area: Gateway Marietta CID



-  Gateway Marietta CID
-  Proposed Expansion of Gateway Marietta CID
-  Delk Road LCI Boundary
-  Marietta City Limits

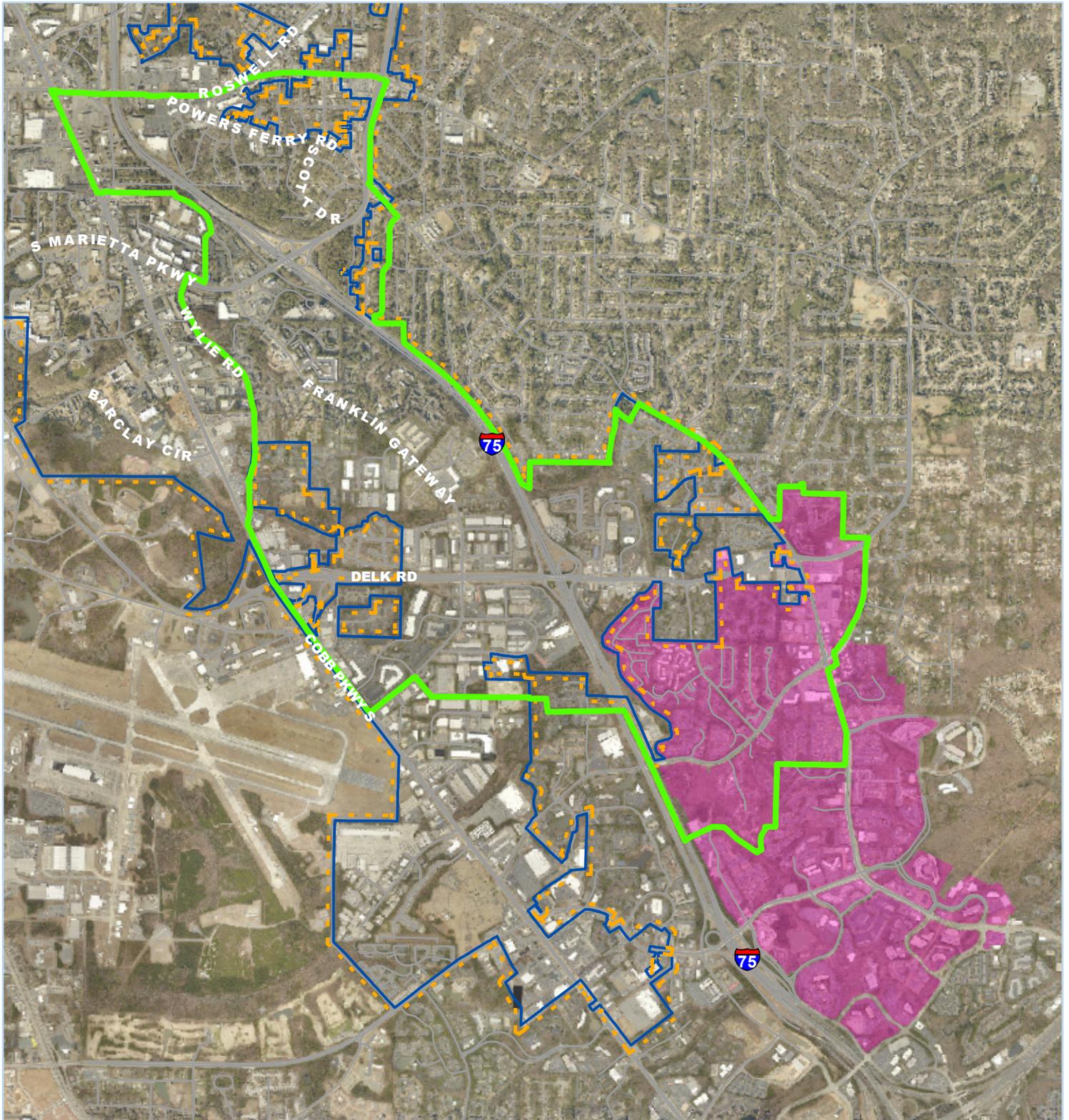


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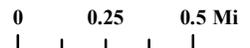
its mission through mentoring and afterschool programs that provide guidance and training to local students. Over the past few years, the city has been a collaborative partner with YELLS and has supported its mission through its continued growth.

- ***Code and Property Maintenance Initiatives (CONTINUED)*** – As a carryover from the previous update cycle, the city has continued code enforcement efforts within the study area in an attempt to minimize and slow disinvestment activity that has occurred in the study area, stabilize property maintenance, and attract redevelopment to the area. Highlighted efforts and compliance are listed below.
  - To maintain the professional aesthetic integrity of the business and office complexes code enforcement efforts oversaw the compliance and repair of interior fencing to abutting apartment complexes. This was done to increase pedestrian safety, and to attempt to reduce criminal activity that had previously occurred.
  - To provide quality housing for all city residents, interior inspections had occurred for an apartment complex where violations had been found. After interior inspections were conducted, inspected apartment units were brought into compliance.
  
- ***Amended Sign Ordinance (CONTINUED)*** –Marietta City Council has made a practice of continually reviewing and updating its sign ordinance. In December 2013, the ordinance was completely overhauled to incorporate best practices and update based upon legal rulings. Additionally, there was a minor update to the ordinance in January 2016. The goal is to perpetually improve the ordinance to help remove sign blight, throughout the city.
  
- ***Powers Ferry Road Master Plan Update*** – Having been 5 years since its March 2010 adoption, Cobb County updated the Powers Ferry Road Master Plan in 2015. With the county’s evolving landscape and shifting priorities, this served as an opportunity to review the relevance of the initial plan. During the update process, a review of the plan objectives confirmed that they were still the following:
  - Ensure future development/redevelopment is guided by a community vision
  - Improve quality of life for residents, businesses, & visitors
  - Enhance stability to economic development efforts

# Franklin/Delk Study Area: Powers Ferry Study Area



-  Powers Ferry Study Area
-  Delk Road LCI Boundary
-  Marietta City Limits



- Coordinate public improvements and private developments
- Serve as a decision-making tool

Along with a review of the vision, the update provided a report on new development and infrastructure conditions. Some of the new development impacts recognized by the update were the Dobbins Joint Land Use Study, the relocation of Brumby Elementary, and the development of SunTrust Park. The update also recognized infrastructure projects including, the Bob Callan Loop Trail Phase I at Akers Mill Road, the Windy Hill Road East and West at Cobb Parkway to Powers Ferry Road, the I-75 Managed Lanes – Interchange at Terrell Mill Road and Powers Ferry Road, and Cobb County Marietta Water Authority Projects, among others.

The study update provided a progress report for the planned action giving a status of completed, ongoing, in progress, postponed or not viable. The majority of completed accomplishments of the Powers Ferry Master Plan which overlapped the Franklin/Delk Study area were related to Community Development. These accomplishments included:

1. Amend future land uses within the area.
  2. Modify the comprehensive plan encouraging and mixed-uses within the Village Center.
  3. Include the Powers Ferry ROD into the Redevelopment Sites Inventory.
  4. Update Comprehensive Plan and Future Land Use map to incorporate Park/Recreation/Conservation on Cobb County owned property on Terrell Mill Road at I-75.
  5. Update Comprehensive Plan and Future Land Use map to incorporate Park/Recreation/Conservation along the 50 foot undisturbed buffer and 100 year floodplain associated with Rottenwood Creek.
- ***Dobbins Air Force Base Joint Land Use Study (JLUS):*** Dobbins Air Force Base completed an update of its Joint Land Use Study (JLUS) in early 2015. This study was a cooperative venture between the base and the community which analyzes the surrounding land use and develops a work program. The study recognizes existing and potential issues related to compatibility with the hope of protecting base missions and community health and welfare through coordinated efforts. One portion of the study measures the footprint created by the base’s missions. From a physical standpoint, the study defines several terms that influence areas of

potential impacts. Two of the considerations are the risk of a flight accident and the impact of noise created by flight missions. The JLUS outlines areas where the highest potential of accident is to occur labeled Accident Potential Zones (APZ) I and II. Likewise, it also recognizes Airfield Noise Contours measuring sound production in layers by decibel noise level (DNL). Because the Franklin/Delk area is adjacent to end of the Base's runway, much of the JLUS impacts the LCI area. Among the action items recommended in the plan, Dobbins and both the city and county should prioritize communication and coordination efforts as well as public outreach measures to improve awareness of ongoing issues.

- **Marietta University Enhancement District (MU<sup>2</sup>) LCI:** In 2012, the City of Marietta, Southern Polytechnic State University (now Kennesaw State University – Marietta Campus), and Life University undertook a planning effort designed to transform and redevelop the area of southeast Marietta surrounding the campuses. This area included property near the intersection of South Marietta Parkway and Cobb Parkway, directly adjacent to the Franklin/Delk LCI area. The Marietta University Enhancement District (MU<sup>2</sup>) Livable Centers Initiative (LCI) study was developed as an implementable plan to serve as a blueprint for addressing transportation, land use, economic development, and community design issues for the community surrounding the two universities.



Figure 4: MU<sup>2</sup> District Map

**Process:** The study development was an eight month process led by Jacobs Engineering and Bleakly Advisory Group. This process utilized significant stakeholder input and included the convening of a core stakeholder team comprised of a diverse group of community and university leaders. The effort also included two public meetings, a community survey, a study website, social media outreach, and other methods of public involvement.

In addition, the project team utilized subject matter experts and previous planning efforts to analyze the area's condition and develop a plan for transformation.

**Area Conditions:** The study analyzed current area conditions in four major categories, Socioeconomic and Market, Land Use, Community Character, and Transportation and Station Area. The area was found to have a small resident population, only 2,433 persons, lower average income, higher renter percentage, and more modest housing prices than that of the primary market area (2 mile radius around the district). Existing land uses in the study area are predominately commercial or institutional, most being auto-related uses. The aging retail uses along the major transportation routes in the study area offer several excellent opportunities for redevelopment. There are many assets including two vibrant university campuses, good transit access, and a favorable adjacent market area. Conversely, the area needs gateways and better visibility for the universities, improved pedestrian and bicycle facilities, particularly at road crossings, and a better mix of retail to serve the needs of the local community and students. From a transportation perspective, high congestion and poor bike/pedestrian connectivity were highlighted.

**Implementation Actions:** The MU2 Study produced an implementation plan designed to transform the district from auto-oriented strip commercial environment to the active, pedestrian-oriented, mixed-use environment. One action steps was to create a zoning overlay district to allow for mixed-use projects, enables student-oriented housing, discourages auto-oriented and storage uses, promotes consolidation of parcels, and encourages aesthetically appealing design. Other action items included making road improvements to the several district roadways that included “complete streets” standards. Due to the close proximity to the Franklin/Delk LCI area, several actions impact both districts. Among these include, the development of the district’s trail system including the Rottenwood Creek Trail which will allow bike and pedestrian connectivity between the two. Also overlapping is the planned Cobb Parkway/Franklin Gateway connector, which would provide more vehicular accessibility among the two areas.

## Projects and Initiatives No Longer Under Consideration

While some momentum building projects and initiatives have been completed or initiated over the past 5 years, others are no longer under consideration. Some were cancelled due to lack of continued relevance and viability. Others were casualties of changing priorities and resource availability.

- *GreenTech Corridor (Discontinued) –*



Local leaders and professionals have long recognized the issues surrounding Franklin

Gateway. By 2008, the high transient population of the corridor along with high crime rates, substandard housing, and economic disinvestment were exacerbated by the global economic downturn. In response to these issues, the city undertook a strategic planning effort. Through this effort, the community was able to outline the strengths which could be capitalized upon. Among the area’s strengths were transportation access, particularly as it pertained to Cobb Parkway (US 41) and Interstate 75. Also outlined as a strength was the close proximity to colleges and universities, including Chattahoochee Technical College, Life University, Kennesaw State University, Southern Polytechnic State University (now KSU Marietta Campus) and Georgia Tech. Eventually the idea grew that the area would be ideal for technology and energy focused companies. Following consultation with community and scientific leadership, an opportunity for the area was shaped in the form of the GreenTech Corridor. This vision of the GreenTech Corridor was to:

*To create an ecosystem, where business, academia and government collaborate in building the renewable energy technologies of the future.*

This was to be accomplished by recruiting energy-based companies along the corridor through targeted outreach and incentivization. Among the steps planned to bring this concept to fruition were to develop GTC marketing support materials, forming a legal non-profit entity called the GreenTech Alliance, establishing an incubator facility for the corridor, and several others. Following the development of these steps, the city actively marketed the area using the GTC brand.

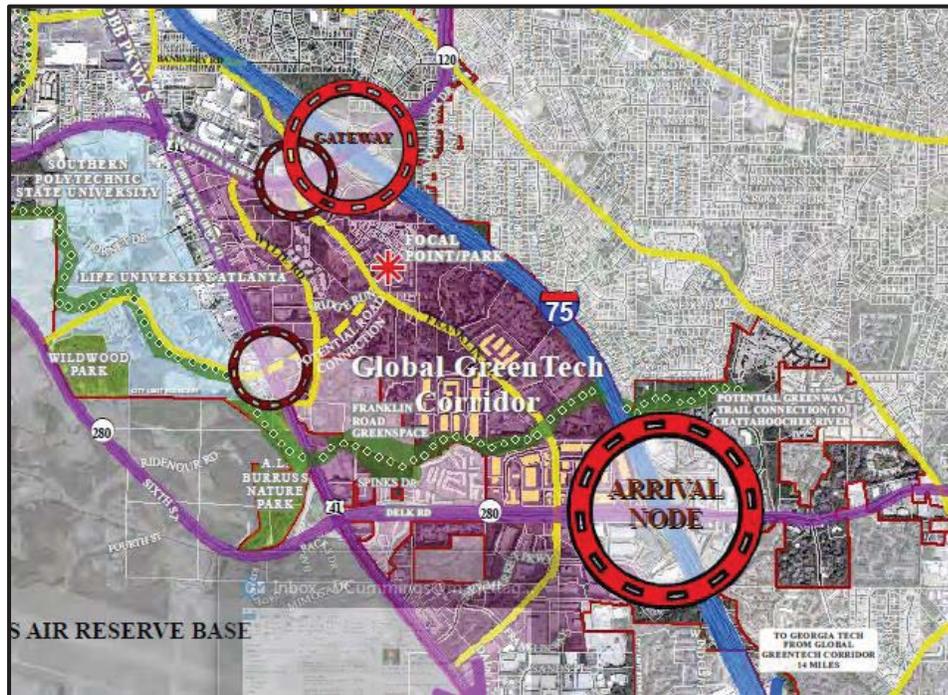


Figure 5: Global GreenTech Corridor

Ultimately, as other projects and initiatives emerged, including the passing of the redevelopment bond, the GreenTech Corridor concept was eventually discontinued. Though its complete vision was temporary, the concept served a vital purpose for the area. It provided an image that allowed people to visualize something beyond the area's blight and distress and see something improved. This helped spark support from both the community and leadership as well as interest from business prospects.

- **Franklin Road Tax Allocation District (Discontinued)** – The previous 5-year update (2011-2016) noted as an accomplishment, the formation of the Franklin/Gateway TAD. Established in 2005, the TAD spanned along the (then) Franklin Road and South Marietta Parkway (SR 120). As a part of a holistic redevelopment strategy, its primary purpose was to be a funding mechanism for the area's projects. TAD funding was to be utilized for infrastructure and development projects that would encourage private investment, create long-term employment opportunities, spur new construction, and ultimately increase the tax digest.

The successfulness of the TAD's fund raising faced several challenges, most significant being the global economic downturn in 2008. Funding from TADs require increased property value, but with the recession, the area's property values went below the baseline and then stagnated. Along with the reduced property values, the recession also slowed private sector development to a halt. The combination of these served to severely diminish potential revenues from the TAD and therefore impacts. By 2013, the city had begun to explore other funding mechanisms including the Redevelopment Bond, which would go before public vote in November 2013, and the formation of a CID, which occurred in 2014. In August 2013, City Council approved a Resolution to dissolve the Franklin Gateway TAD, with the remaining funds being allocated to a special account to be used for the Franklin (now) Gateway area.

- ***Cobb Parkway/US 41 Light Rail Transit System (Abandoned)*** – Despite the abandonment of previous transit concepts, local leadership did not relinquish hopes for transit along the Northwest portion of the Metro Area. In the previous update, it was mentioned that, together with Town Center Area and Cumberland CIDs, Cobb County was investigating the possibility of developing light rail transit along Cobb Parkway. This was a rehash of a concept first explored in 2011 with the Northwest Corridor Light Rail Transit System Study. Under the initial proposal, light rail would have spanned 14 miles, connecting both CIDs. The transit concept also included circulator systems in both CIDs that would serve the employment centers. Nearly half of the system would have been within Marietta city limits, and one of the discussed transit stations was to be placed at Cobb Parkway and South Marietta Parkway, directly adjacent to the Franklin/Delk Area. Had this come to fruition, there was belief that additional development would come. Despite light rail discussions, shortly after this plan's previous update, plans for light rail terminated. There had been much debate as to the effect of light rail on traffic patterns through the county and the cost associated with implementation.

- ***Transportation Projects:***

As with other initiatives, certain transportation projects have been postponed or determined not viable during this plan update. Particularly with transportation, funding issues continue to be the single greatest impediment towards accomplishing these projects. Of the listed transportation projects, fourteen were postponed from their original anticipated completion dates and will be carried

over onto this update. Eight projects were determined to lack feasibility for the foreseeable short-term future or were absorbed into other existing projects. A full list of transportation projects and their statuses can be found in the Report of Accomplishments on Table A 1-4.

### **Summary of Area Appraisal**

As a result of the targeted projects and initiatives, examples of improvement have begun to manifest within the Franklin/Delk district, which is beginning to see both commercial and residential revitalization. Throughout the area there has been an increase in commercial leasing of office space and an increase in number of jobs. Among the examples of commercial investment are the expansion of Red Hare Brewery and the location of AUFC's headquarters and training center. Red Hare underwent an expansion in 2015 that increased its distribution capabilities while AUFC's is investing over \$40 million in the area. Other commercial investment includes improvements to the Holiday Inn Express (Franklin Gateway) and the Radisson Hotel (South Marietta Parkway and I-75) and planned improvements to the Hampton Inn (South Marietta Parkway). The intersection of Franklin Gateway and Delk is also realizing some pending investment with the arrival of a Bojangles restaurant on a vacant lot and a Dunkin Donuts/Gas Station planned for a vacated Chevron Gas Station. Residentially, with the removal of several apartment complexes, some of the area's remaining complexes have made enhancements to their units, increasing the quality of existing units. As an important byproduct of the work that has been accomplished, the local police force noted a decrease in the area criminal activity with the number of crime incidents dropping every year since 2011. There were 505 fewer incidents in 2015 (1,105) than there were in 2011 (1,610), a 31 percent drop. This has an enormous impact on the safety of the area's resident, homes and businesses and the perception of the area to potential new investment. Even with the progress, the study partners recognize that there is much work left in order to make the area livable and prosperous.

## Implementation Plan

As was highlighted throughout the Evaluation and Appraisal Report, the past five years brought about unpredictable and significant changes that have altered the trajectory of the Franklin/Delk study area. Some of those changes were the results of previously planned actions that are now determined to be infeasible or unlikely, such as light rail along Cobb Parkway and the GreenTech Corridor concept. Others include the emergence of new projects and accomplishments like the formation of the Gateway Marietta CID, the passing of the Redevelopment Bond, and the locating of Atlanta United FC. Despite an evolving landscape and fluid fiscal environment, the area is charged with positive momentum.

Because of the area changes, there is a unique opportunity to not only build upon previous successes but also to reset the study area based upon current goals and expectations. Along with this opportunity, there is the chance to refocus the study on the Atlanta Regional Commission's LCI goals, which are to:

- I. Encourage a diversity of mixed-income residential neighborhoods, employment, shopping and recreation choices at the activity center, town center, and corridor level;*
- II. Provide access to a range of travel modes including transit, roadways, walking and biking to enable access to all uses within the study area;*
- III. Develop an outreach process that promotes the involvement of all stakeholders.*

With the updated implementation plan, the study's objective is to amalgamate these aspirations with planned initiatives and those that are underway. In building off of the values of the LCI program and of the study partners, the Franklin/Delk LCI will have the following established goals, which will help create a truly livable place:

- I. Encourage the continued improvement of local housing conditions, while also providing affordable housing options;*
- II. Attract quality retail that will spur economic vibrancy in the area and provide local residents and workforce members access to services and amenities;*
- III. Encourage business and job growth that will bring increased commercial traffic and expand economic opportunity;*
- IV. Improve the connectivity of the transportation system, allowing traffic, transit, and pedestrians the ability to safely move throughout the area.*

### **Updated and Recommended Initiatives**

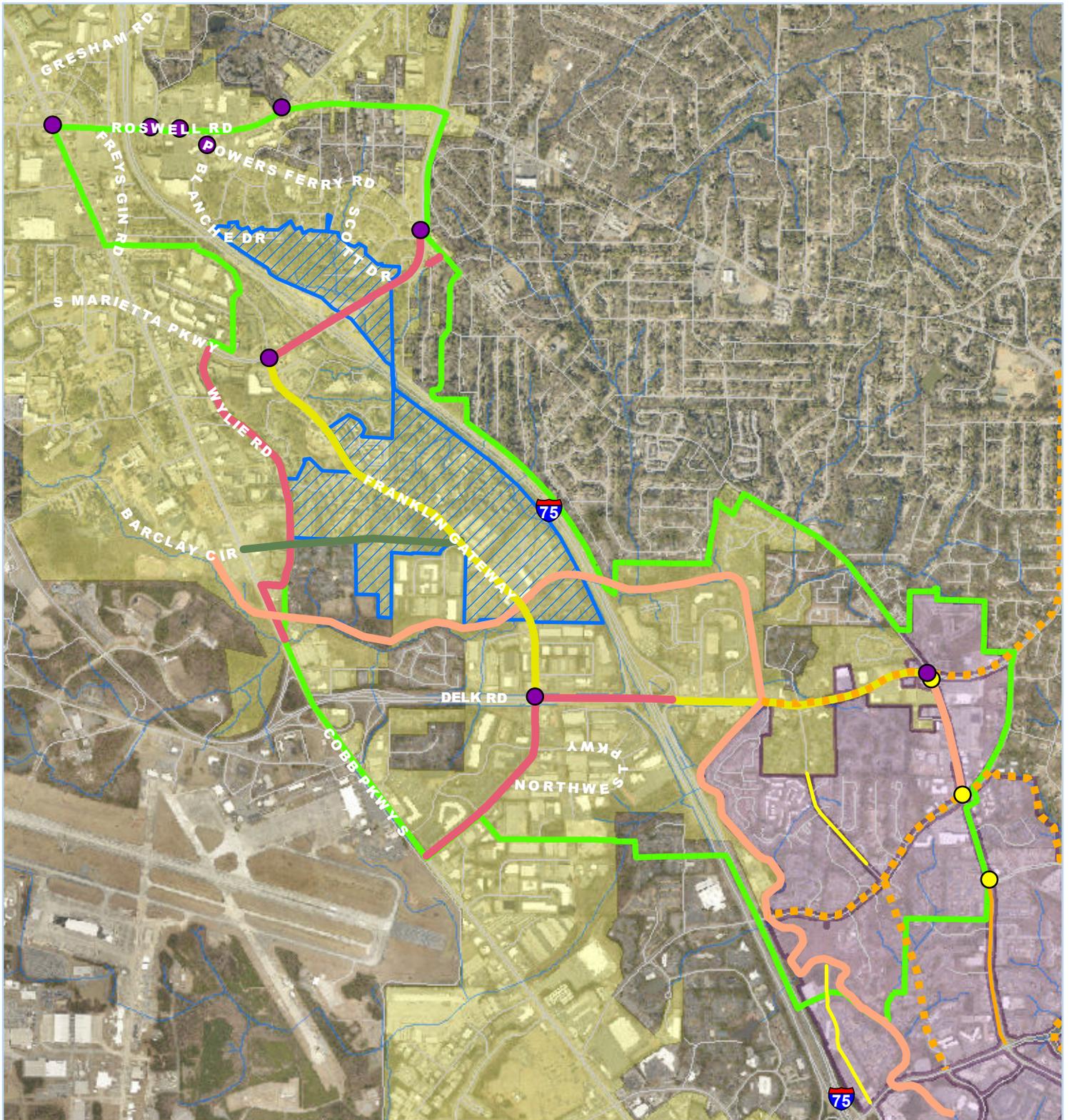
The City of Marietta, Cobb County, and now the Gateway Marietta CID are continuing to concentrate on the Franklin/Delk efforts and to capitalize on today's progress. This begins with finalization of projects currently underway and also includes the development of new efforts. A detailed list of projects can be found in the action plan on beginning on Table B 1-3.

#### **Local Transportation Initiatives**

- I. Franklin Gateway Improvements Phase 2 (Continued) – Complete streetscape improvements along Franklin Gateway from Twin Brooks Drive to the Atlanta United FC site. These improvements include sidewalks, beautification and safety operational improvements.
  
- II. Franklin Gateway Improvements Phase 3 – Continuing the work of the previous two phases, this project will install roadway improvements along Franklin Gateway from the Atlanta United FC site to Delk Road. These improvements will include sidewalks, beautification and safety operational improvements. Once completed, this will finalize the planned road improvements to Franklin Gateway making the corridor safer and more pedestrian friendly. Funding has not been identified for this project, however, it is expected to be undertaken by 2019.
  
- III. Rottenwood Creek Trail Phase 1 (Continued) – Complete the construction of a multi-use path beginning at Alumni Drive and ending with a trailhead on Franklin Gateway. A scoping study has been completed, and LCI funding for engineering/design has been authorized. The trail will incorporate distinct wayfinding and signage, including trailhead signs, access point signs, directional signs, and mile markers. Its concrete path will allow bicycle and pedestrian uses, connecting the campuses of both Kennesaw State University Marietta and Life University to Franklin Gateway. With other current trail efforts in other areas of the city, Franklin Gateway will, one day, have bike/pedestrian connectivity to Downtown Marietta and Kennesaw Mountain National Battlefield Park.



# Franklin/Delk Study Area: 2017 - 2022 Transportation Projects



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|---|--|---|
| <ul style="list-style-type: none"> <li><span style="color: purple;">●</span> Intersection Improvements</li> <li><b>Delk TOD Features</b></li> <li><span style="color: orange;">~</span> Multi-use Trail</li> <li><span style="color: green;">~</span> Roadway Capacity</li> <li><span style="color: yellow;">~</span> Safety Operational</li> <li><span style="color: pink;">~</span> Sidewalk</li> </ul> | <ul style="list-style-type: none"> <li><b>Powers Ferry Trail Recommendations</b></li> <li><span style="color: green;">/</span> Programmed Trail</li> <li><span style="color: orange;">/</span> Proposed Trail</li> <li><span style="color: orange;">~</span> Sidewalk Upgrade</li> <li><span style="color: yellow;">~</span> Sidewalk Gap Closures</li> <li><span style="color: yellow;">●</span> Pedestrian Crosswalk Improvements</li> </ul> | <ul style="list-style-type: none"> <li><span style="color: blue;">~</span> Hydrography</li> <li><span style="color: green;">+</span> Marietta City Limits</li> <li><span style="color: green;">+</span> Delk Road LCI Boundary</li> <li><span style="color: purple;">+</span> Powers Ferry Study Boundary</li> <li><span style="color: blue;">+</span> Franklin Gateway TAD Boundary</li> </ul> |
|---|--|---|

- a. Roswell Road and Cobb Parkway (U.S. 41): Adding of a right-hand turn lane for traffic moving westbound on Roswell Road, turning north on Cobb Parkway.
- b. Intersection Improvements and Mast Arm Upgrades
  - Roswell Road/Powers Ferry Road
  - Roswell Road/Lower Roswell Road
  - Roswell Road/Wylie Drive/Woolco Drive:

In addition to the improved traffic capacity, these improvements will also improve safety, provide a cleaner look throughout the corridor, and encourage more pedestrian traffic. The aesthetic improvement can serve as a signal to the neighboring residents that the area is improving, and that the city is interested in attracting quality investment.

- VI. Franklin Gateway/Cobb Parkway (U.S. 41) Connector – Among plans for the upcoming five years, the city is investigating the construction of a new roadway connecting Franklin Rd. to Cobb Pkwy (US 41), providing much needed access to a burgeoning commercial and residential corridor. The roadway may include high-quality and functional characteristics including medians, wide sidewalks, pedestrian lighting, and bike lanes. Preliminary engineering of this project is underway.
- VII. Windy Hill/Terrell Mill Connector – In the 2011-2016 update, plans were to connect Windy Hill Road and Terrell Mill Road via an extension of Leland Drive and realignment of Bentley Road. Due to some topographical issues, this plan has been altered with the planned connector moving east to the current Spectrum Circle which will be extended to reach Bentley Road. The Windy Hill Rd/Terrell Mill Rd Connector will be a new 4-lane, median divided roadway. It is expected to let for construction in 2018 and has an anticipated cost of \$30 million, which will be shared by the county and the GDOT.

### **Local Initiatives**

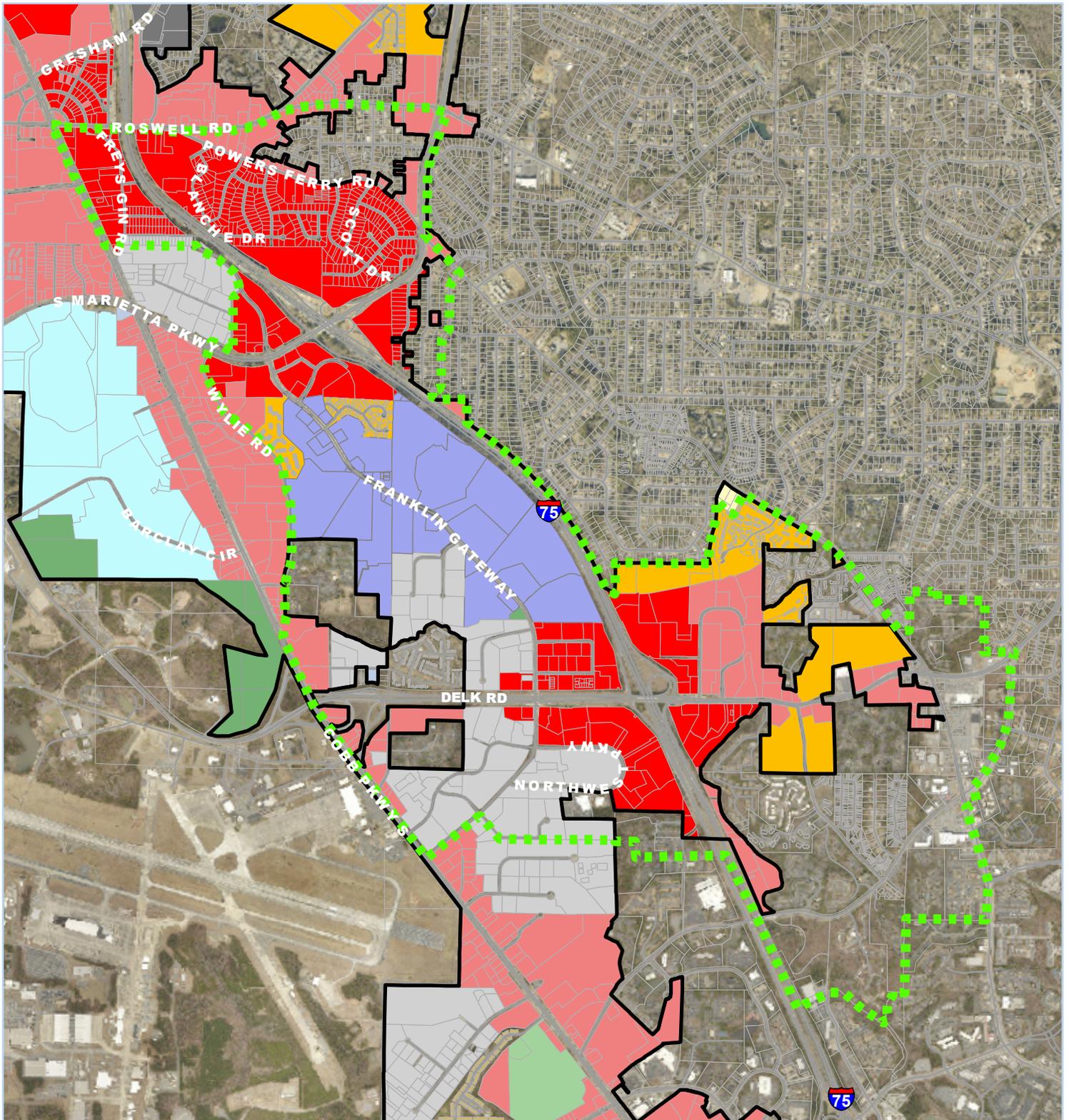
- I. Franklin Gateway Sports Complex (Continued) – The City of Marietta is in the process of converting the former Preston Chase site into a new city sports complex that will house three multi-purpose artificial turf fields in an effort to

transform Franklin Gateway into a hub for sports. Also included in the complex will be a concession/restroom building, a 10' wide walking track, and a 2,400 SF playground. Construction of the field is underway and it is expected to be completed in spring 2017. As a public park, the facility will provide the residents of Franklin Delk area much needed recreation and wellness opportunities.

II. Housing and Land Use Initiatives – With the recent removal of unsafe and low-quality housing, there is an aspiration to focus upon improving the quality of housing that still remains within the study area. While many of the planned and accomplished non-housing initiatives will improve the livability of the area, poor-quality housing remains a distinguishing characteristic of the area. Some of the recognized barriers to accomplishing this include the challenge of encouraging investment to improve housing is significant, but doing so, while maintaining affordable prices, is especially formidable.

- Franklin/Delk Master Land Use Plan: The first version of this study provided an in depth review of the area's land use and proposed policy changes that would help implement the area's vision. The particular focus was to enable neighborhood centers with higher density and mixed-uses. Some of the policy change recommendations were changes to the comprehensive plan, future land use map, zoning ordinance, and zoning map. With the many changes that have occurred throughout the district and with local transit plans, another major review of the land use should be undertaken. The city intends to develop a Master Land Use Plan for the area. This plan would review the district parcel by parcel and address development issues. As a component of this plan, the city will develop a zoning overlay that will enable mixed-use development and improve the aesthetics of the community. The city will specifically investigate opportunities for mixed-use developments at key intersections, including Franklin Gateway/Delk Road, Franklin Gateway/South Marietta Parkway, and Roswell Road/Lower Roswell. The presence of such development could help provide current and future residents access to much needed amenities.
- Residential Redevelopment: In order to see both improvement in the quality of residential stock and continued housing affordability, the city hopes to encourage high quality, sustainable redevelopment of existing,

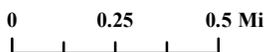
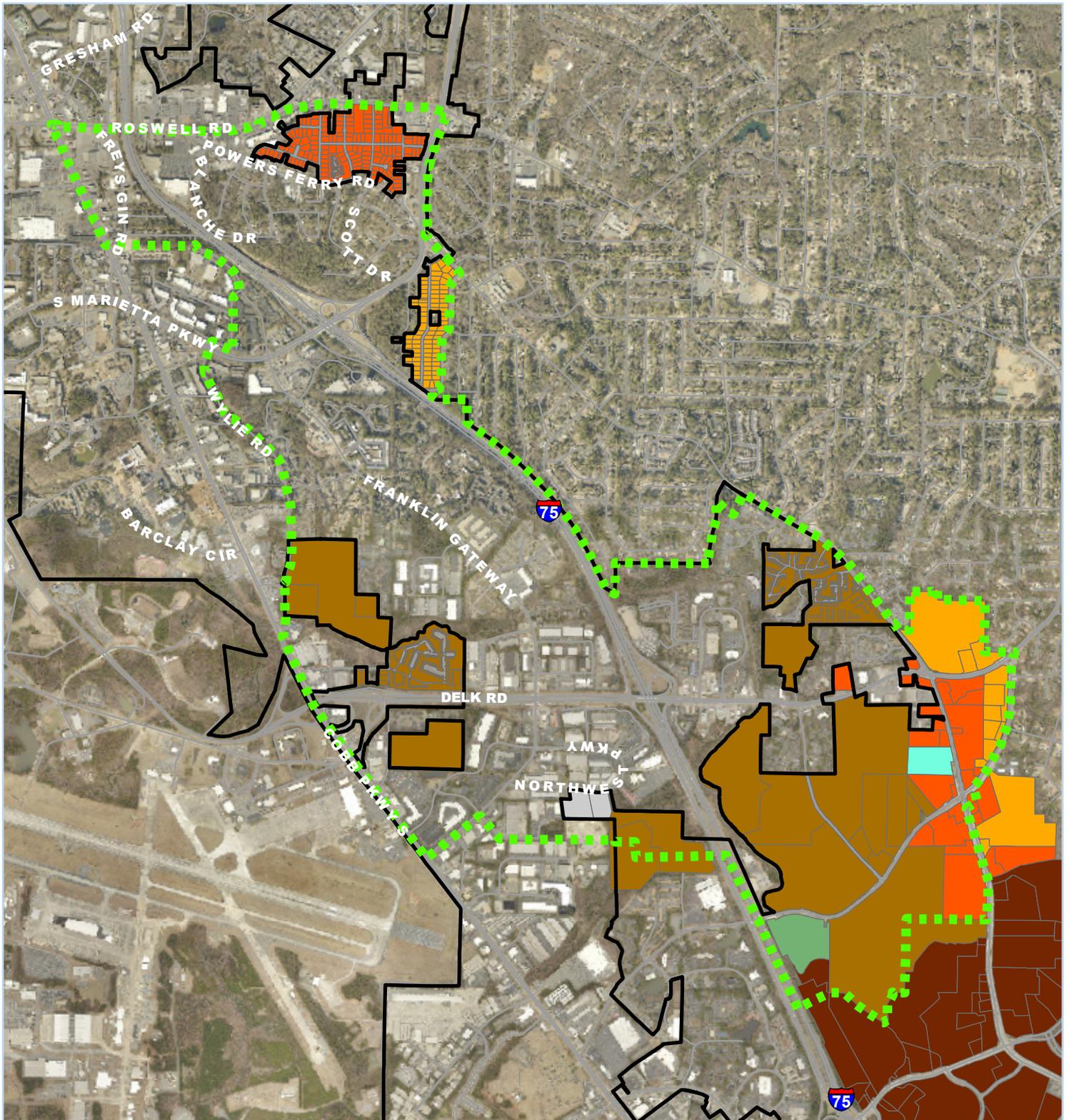
# Franklin/Delk Study Area: Future Land Use (Marietta)



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- |                                       |     |     |
|---------------------------------------|-----|-----|
| Delk Road LCI Boundary                | NAC | LDR |
| Marietta City Limits                  | CBD | OSC |
| <b>Marietta Future Land Use Codes</b> | MXD | PR  |
| Other Parcels                         | CSI | IW  |
| RAC                                   | HDR | IM  |
| CAC                                   | MDR | TCU |

# Franklin/Delk Study Area: Future Land Use (Cobb)



- |                                   |     |
|-----------------------------------|-----|
| Delk Road LCI Boundary            | CAC |
| Marietta City Limits              | RAC |
| <b>Cobb Future Land Use Codes</b> |     |
| MDR                               | IC  |
| HDR                               | PI  |
|                                   | PRC |

multi-family units. This redevelopment would improve the area's housing balance and enhance conditions for current residents. The city is looking for opportunities to help transform deteriorating complexes that lack aesthetic value and foster safety concerns. It will accomplish this by actively pursuing private developers who would improve and redevelop identified sites while retaining affordability.

- III. Signage Easement Agreement– Through an easement agreement with the Gateway Marietta CID, the city is pursuing an option that would allow the CID to implement signage and wayfinding in its district. The easement agreement will provide the necessary flexibility and authority to improve the district's sense of place.

Following the finalization of the Connect Cobb/Northwest Transit Corridor study, an environmental assessment for the project was initiated in 2013. This assessment would determine the effect of the project concerning mobility, air quality and the environment impact. This comprehensive review was finalized and submitted to the Federal Transit Administration (FTA). On April 1, 2016, the project was issued a Finding of No Significant Impact (FONSI) from the FTA.

If the project continues to progress, Cobb County will need to look towards potential funding sources for the nearly \$500 million effort. A mix of federal, state, local, and other-sector sources would need to be pursued to bring this project to fruition.

### **Gateway Marietta CID Progress and Expansion**

Due to its relatively young age, the Gateway Marietta CID has developed a work program that will help grow the district's influence and reputation. In order to capitalize on the area's current momentum, the CID board has focused upon strategic actions that will geographically expand the district, create an improved sense of place, improve roadways both functionally and aesthetically, and grow revenues which will help fund future projects. In the short term, the CID has prioritized the following actions:

- **Right-Of-Way Maintenance/Gateway Improvements**

Part of the CID's aim is to create a cohesive and appealing district that is distinguished from the surrounding area. While the CID does not directly control any property within its district, it does have the ability to positively

impact the aesthetics of local infrastructure and right of way. In order to accomplish this, the board utilizes some of its funds for the continuing maintenance and landscaping for certain portions of the districts ROW. Specifically, the CID hired Winter Design to design a comprehensive landscaping plan for both the I-75 Delk Road and South Marietta Parkway exits and utilizes Cumberland Landscape Group to maintain and mow the exits as well as the roadsides of Delk Road and South Marietta Parkway.

Beyond general maintenance and upkeep of these exits, the board has recognized the need for a comprehensive project that would transform key gateways into the area. For that reason, the board has utilized funding from Georgia DOT's Roadside Enhancement and Beautification Council (REBC)

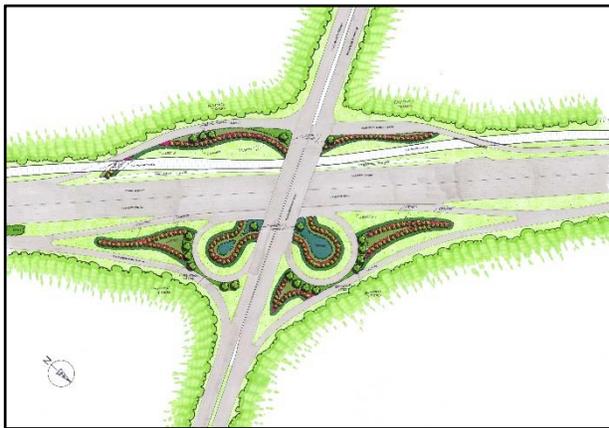


Figure 7: S. Marietta Parkway and I-75 Gateway Improvement Rendering



Figure 8: Delk Road and I-75 Gateway Improvement Rendering

Grant program in order to overhaul the most visible areas. In 2015, the CID was awarded a \$50,000 grant for the north east portion of the I-75 and S. Marietta exit. These funds were coupled with board revenues in order to complete the nearly \$100,000 in improvements. The work was completed in 2016 and the CID will be responsible for future maintenance. In 2016, the board intends on applying to the REBC program again with the goal of receiving an additional \$50,000 for improvements to the Delk Road and I-75 Gateway.

- **Wayfinding and Signage**

In another effort to improve the district's aesthetic and develop a sense of place, the board has prioritized improved signage and wayfinding for the

area. Specifically, the board is investigating opportunities to implement signage that will signal to a commuter that they are entering the area. Also, the wayfinding signage will help point passersby to points of interest. These efforts are still in their infancy and have included working with the city towards a necessary easement agreement and developing preliminary costs estimates. As the CID receives further revenue, it will look into commissioning a wayfinding and signage plan.

- **Boundary Expansion**

The Gateway Marietta CID is actively pursuing boundary expansion within the Marietta city limits. The goal of this expansion is increase the ability of the CID to impact connections within the Gateway area, to increase district revenue generation, thereby its ability to perform projects, and to incorporate relevant portions of the corridor. As a part of the expansion efforts, Strategic City Partners, who staff the CID, have developed priority areas being actively solicited to join. This expansion would include incorporating the Northchase Office Park, Powers Ferry/120 intersection, and the area west towards Cobb Parkway (U.S. 41).

- **Marketing**

A primary focus of the CID is to market the district in an effort to both attract neighboring property owners and new businesses. This district has been exploring different methods of advertising the area’s successes. The first effort made to accomplish this will be through the development of a marketing brochure that highlights some of the area’s recent projects and successes.

### **Powers Ferry Master Plan Update**

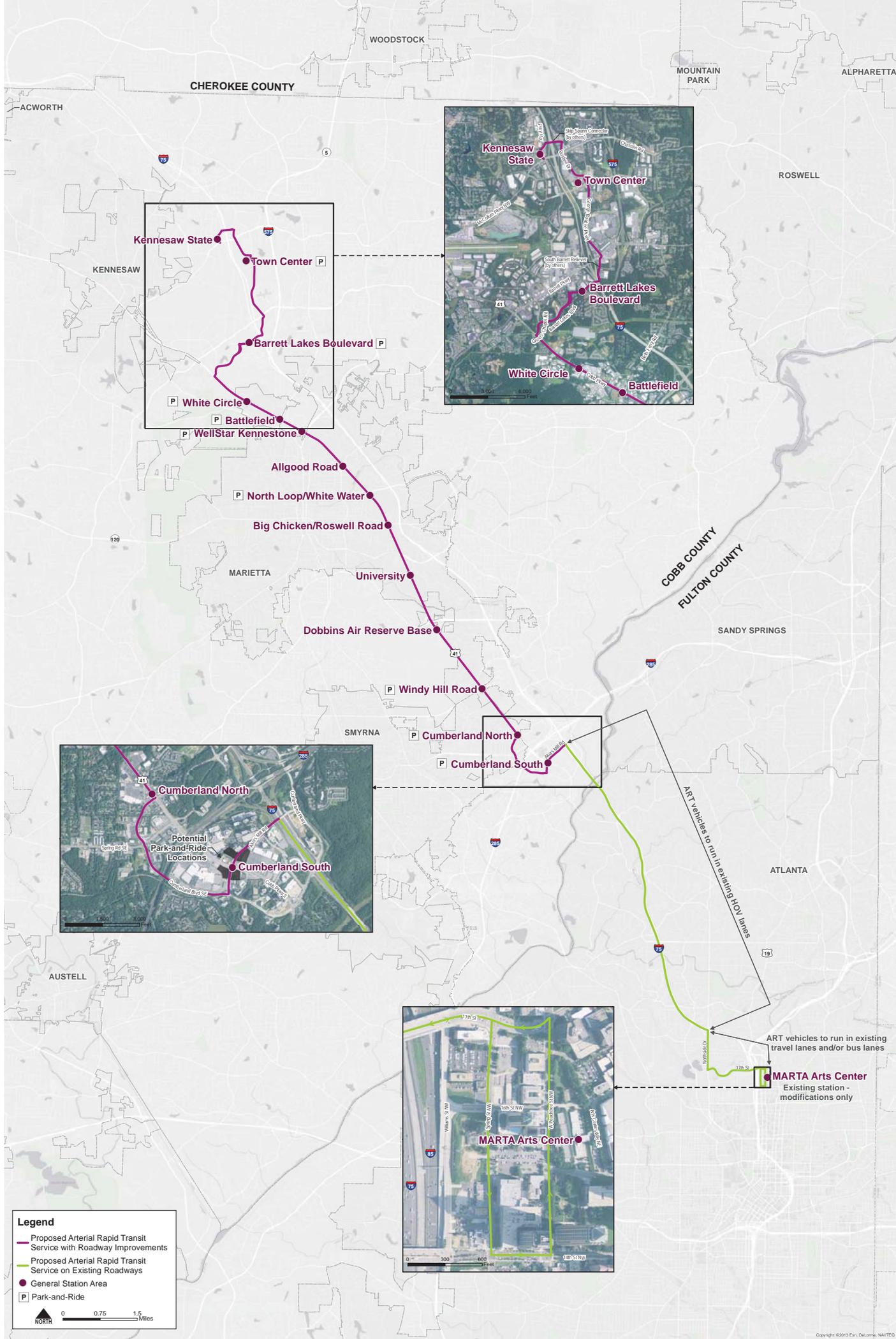
As mentioned in the Appraisal Report, Cobb County conducted a 5 year update of the Powers Ferry Master Plan in 2015. The purpose of the plan was to review the plan’s vision to insure relevancy, include new planning initiatives and infrastructure improvements, and to provide opportunities for continued public involvement. The County held two public meetings during the update process in order to solicit input from the community. At the first meeting, county staff conducted a SWOT analysis with the approximately 90 attendees. After this meeting, recommendations were developed to address these issues. The second meeting, presented these recommendations and

took additional public comment. Some of the additional action items that resulted from this participation are:

- Investigate opportunities to relieve traffic congestion and maintain/improve LOS of Powers Ferry Road
- Coordinate with DOT to manage traffic impacts of SunTrust Park
- Community leaders to start the petition process as required by county code for a new Street Light District.
- Investigate pedestrian safety improvements on Powers Ferry Road.
- Encourage a balance mix of housing and explore opportunities for increased home ownership in area.
- Integrate Powers Ferry Master Plan 5 Year Update and Dobbins JLUS into the 10 year Comprehensive Plan.
- Update the Dobbins AICUZ Map to incorporate the Powers Ferry Master Plan boundary.
- Investigate funding for a corridor branding and street signage campaign.
- Investigate opportunities for better parking access to parks and trails in the area.

### **Summary of Implementation Plan**

Even as the fiscal, political and economic landscape has continued to change, the study partners have worked to adapt their plans. Looking into the next five years, Cobb County, the City of Marietta, and the Gateway Marietta CID will build upon ongoing commercial revitalization and progress towards creating a truly livable center. The actions outlined in the implementation plan are seeking to encourage a blend of uses and an improved environment that will better serve the area’s residents. This will be done through the pursuit of improvements to public policy and infrastructure while working with the private sector to develop a healthy and balanced economy.

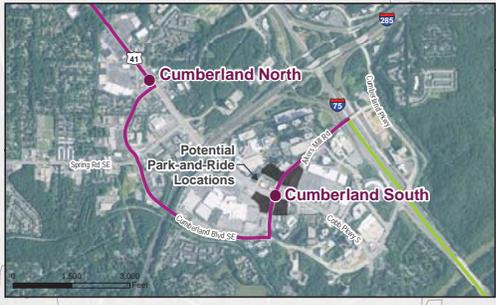
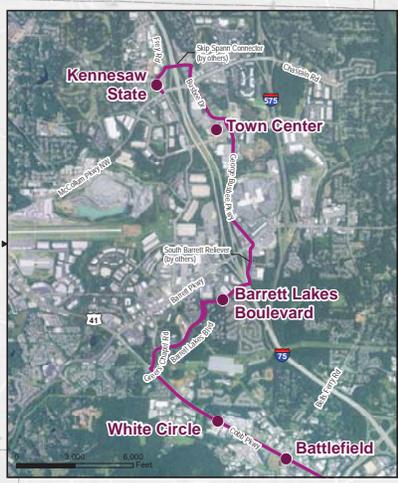
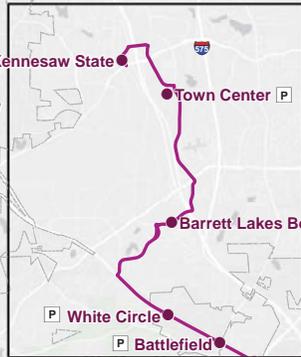


**Legend**

- Proposed Arterial Rapid Transit Service with Roadway Improvements
- Proposed Arterial Rapid Transit Service on Existing Roadways
- General Station Area
- P Park-and-Ride

0 0.75 1.5 Miles

NORTH



COBB COUNTY  
FULTON COUNTY

ART vehicles to run in existing HOV lanes

ART vehicles to run in existing travel lanes and/or bus lanes

MARTA Arts Center  
Existing station - modifications only

# REPORT OF ACCOMPLISHMENTS

## Franklin/Delk LCI Study

### Transportation Initiatives

Project	Description	PE Year	Construction Year	STATUS				Notes
				Complete	Underway	Not Started	Not Relevant	
Cobb Pkwy (US 41) Sidewalks	Construct sidewalks and street trees along Cobb Pkwy (US 41) from Wylie Rd. to Rottenwood Creek, linking to future trail alignments	2012	2014				X	No longer relevant. This project has been absorbed into the Rottenwood Creek Phase 1 Project.
Wylie Rd. Sidewalks Phase 1	Construct sidewalks along Wylie Rd. from South Marietta Pkwy (SR 120) to Ridge Run	2007	2010		X			Postponed; updated project details are found in the Action Plan
Wylie Rd. Sidewalks Phase 2	Construct sidewalks along Wylie Rd. from Ridge Run to Cobb Pkwy (US 41)	2013	2014			X		Postponed; updated project details are found in the Action Plan
Delk Rd. Sidewalks	Construct sidewalks and street trees along Delk Rd. from Franklin Rd. to I-75/existing sidewalks	2012	2013				X	No longer relevant. This project has been absorbed into the Rottenwood Creek Phase 2 Project.
Delk Rd. Bridge over I-75/Pedestrian Accommodations	Pedestrian security fencing - both sides Delk Rd. I-75 bridge - 10' Clear - 740 LF	2013	2015				X	No longer relevant. This project has been absorbed into the Rottenwood Creek Phase 2 Project.
South Marietta Pkwy (SR 120) Sidewalks	Construct sidewalks along South Marietta Pkwy (SR 120) from Franklin Rd. to I-75	2012	2014			X		Postponed; updated project details are found in the Action Plan
South Marietta Pkwy (SR 120) Bridge over I-75: Pedestrian Accommodations		2012	2014			X		Postponed; updated project details are found in the Action Plan
South Marietta Pkwy (SR 120) Sidewalks	Construct sidewalks along South Marietta Pkwy (SR 120) from I-75 to Powers Ferry Rd.	2013	2015			X		Postponed; updated project details are found in the Action Plan
Franklin Rd./Cobb Pkwy (US 41) Connector	Construct a new roadway connecting Franklin Rd. to Cobb Pkwy (US 41). Roadway will include medians, sidewalks, pedestrian lighting.	2014	2016		X			Preliminary engineering is currently underway, updated project details are found in the Action Plan.

# REPORT OF ACCOMPLISHMENTS

## Franklin/Delk LCI Study

Project	Description	PE Year	Construction Year	Complete	Underway	Not Started	Not Relevant	Notes
Delk Rd. Medians: from I-75 to Powers Ferry Rd.	Construct safety operational improvements by adding medians to roadway. Project along Delk Rd. from I-75 to Powers Ferry Rd.	2013	2015				X	Canceled
Rottenwood Creek Multi-Use Trail Phase 1	Study and construct a multi-use trail along Rottenwood Creek corridor from Terrell Mill Rd. to I-75 near Forest Ridge Dr. linking to Cobb County planned trail.	2012	2014		X			Underway. Phase 1 has been changed to include that portion of the trail from Alumni Drive to Franklin Road. Scoping has been completed and the project is scheduled for engineering and design in 2016. Changes to project details are noted in the Action Plan.
Powers Ferry Rd. Multi-Use Trail: from South Marietta Pkwy (SR 120) to Terrell Mill Rd.	Construct a multi-use trail along Powers Ferry Rd. From South Marietta Pkwy (SR 120) to Terrell Mill Rd.	2015	N/A				X	Not likely as a short term action.
Trailhead Terrell Mill Rd.	Design and construct a trail head on Terrell Mill Rd. as a part of the Rottenwood Creek Trail	2014	2015		X			Underway and in design phase. The trailhead at Terrell Mill is part of the "Bob Callan Trunk Trail Phase 2 Segment B" project (project numbers: GDOT 0012808, ARC CO-447, CCID-1033, Cobb TR475).
Rottenwood Creek Multi-use Trail Phase 2	Study and construct a trail multi-use trail along Rottenwood Creek corridor from I-75 to Barclay Circle	2014	2015		X			Underway. Phase II scoping is beginning in 2016. This project has been amended and will now extend from Franklin Gateway to Terrell Mill Road. See Action Plan for project details.
Franklin Rd. Improvements Phase 1	Install roadway improvements along Franklin Rd. from South Marietta Pkwy to TwinBrooks Dr. Project will include safety operational improvements and sidewalks.	2006	2010	X				Completed in the summer of 2012
Franklin Rd. Improvements Phase 2	Install roadway improvements along Franklin Rd. from TwinBrooks Dr. to Savannah Oaks Dr. Project will include safety operation improvements, medians, sidewalks, and lighting	2012	2014		X			Underway: construction began in 2016 and will be complete in 2017. See Action Plan for project details.

# REPORT OF ACCOMPLISHMENTS

## Franklin/Delk LCI Study

Project	Description	PE Year	Construction Year	Complete	Underway	Not Started	Not Relevant	Notes
Franklin Rd. Improvements Phase 3	Install roadway improvements along Franklin Road from Savannah Oaks Dr. to Delk Rd. Project will include safety operation improvements.	2012	2015			X		Project has not yet started. See Action Plan for updated details.
Delk Rd. at Franklin Rd. Intersection Improvements	Intersection and pedestrian improvements	2007	2010	X				Completed in 2012.
South Marietta Pkwy (SR 120) at Franklin Road Intersection Improvements	Intersection and pedestrian improvements	2007	2010	x				Completed in 2012
Delk Rd. at Powers Ferry Rd. Ped Signal Upgrades	Signal upgrades	N/A	N/A			X		Postponed; updated project details are found in the Action Plan
South Marietta Pkwy (SR 120) at Powers Ferry Rd. Intersection Improvements	Intersection and pedestrian improvements	2007	2010	X		X		Completed in 2012.
Leland Drive Extension	Construct new roadway extension of Leland dr. to connect Windy Hill Rd. with Terrell Mill Rd.	N/A	N/A				X	Project is being replaced by the Windy Hill/Terrell Mill Connector.
Delk Rd. at Powers Ferry Rd. Intersection Improvements	Intersection improvements	N/A	N/A			X		Postponed; updated project details are found in the Action Plan
Powers Ferry Rd. at Delk Rd. - Crosswalk/Streetscape Improvements	Pedestrian Improvements with streetscape improvements similar to CCID initiatives along Powers Ferry (Restriping and Resurfacing Project to extend Northbound lane north of Delk Rd.)	N/A	N/A			X		Postponed; updated project details are found in the Action Plan
Powers Ferry Rd. At Terrell Mill Rd. - Crosswalk/Streetscape Improvements	Pedestrian Improvements with streetscape improvements similar to CCID initiatives along Powers Ferry (Terrell Mill Rd. To Wildwood Pkwy)	2010	2012			X		Postponed; updated project details are found in the Action Plan
Leland Drive Sidewalks	Construct sidewalk on both sides of Leland dr. and Proposed new Leland Dr. Extension.	N/A	N/A				X	Project is being replaced by the Windy Hill/Terrell Mill Connector.
Bentley Rd. Sidewalks	Construct sidewalks on eastside of Bentley Rd. From Bentley Manor Apartments to Terrell Trace Dr.	N/A	N/A				X	Project is being replaced by the Windy Hill/Terrell Mill Connector.

# REPORT OF ACCOMPLISHMENTS

## Franklin/Delk LCI Study

Project	Description	PE Year	Construction Year	STATUS				Notes
				Complete	Underway	Not Started	Not Relevant	
Powers Ferry - Sidewalk Upgrades	Upgrade sidewalks from 3 foot to 5 foot along Powers Ferry Rd. from Governors Ridge to Windy Hill Rd.	N/A	N/A			X	X	Postponed; updated project details are found in the Action Plan
Powers Ferry Access Management Plan	Study and implement access management plan along Powers Ferry Rd. from Delk Rd. To Terrell Mill Rd.	N/A	N/A			X		Postponed; updated project details are found in the Action Plan
Cobb Community Transit Expansion	Transit Update	N/A	N/A		X			This was completed in 2016
Powers Ferry Bicycle Network	Detailed bike connectivity plan for entire LCI Area.	N/A	N/A	X				This plan is currently in process with some ongoing aspects.
Powers Ferry Proposed Trail Network	Update proposed trail network for Cobb County to reflect change recommendation from Powers Ferry Master Plan.	N/A	N/A	X				Was completed in 2013 per Cobb DOT.
Bentley Rd. Realignment	Realignment of Bentley Rd. with Future Leland Dr. extension. ROW acquisition being completed through any future redevelopment efforts.	2021	2031			X		Project is being replaced by the Windy Hill/Terrell Mill Connector.

### Other Local Initiatives

Project	Description	Study / Implementation Year	STATUS				Notes
			Complete	Underway	Not Started	Not Relevant	
876 Franklin Road Acquisition	Acquire land at 876 Franklin Road for park space	2013	X				Project is amended but completed with the purchase of 1034 Franklin Gateway, which was purchased in 2014.
Park Improvements	Build park improvements on acquired land	2013		X			Project is underway with engineering and design of park on 1034 Franklin Gateway. Timeline has been updated.
Boys and Girls Club Land Acquisition	Acquire land at 876 and 866 Franklin Road for a Boys and Girls Club	2014			X		Project is no longer relevant.
Boys and Girls Club Development	Develop Boys and Girls Club on Franklin Road	2014			X		Project is no longer relevant.

# REPORT OF ACCOMPLISHMENTS

## Franklin/Delk LCI Study

Project	Description	PE Year	Construction Year	Complete	Underway	Not Started	Not Relevant	Notes
Rottenwood Creek Environmental Overlay	Conduct public hearings for the purpose of considering adoption of the proposed overlay as an amendment to the text of the city zoning ordinance and zoning map.	2009						Project is no longer relevant.
Light Rail Study	Study method to link Franklin Road area to proposed U.S. 41 Light Rail Initiative	2015					X	No longer relevant due to the abandonment of the U.S. 41 Light Rail concept.
Powers Ferry Redevelopment Overlay District	Establish redevelopment overlay district for northern sections of Powers Ferry Road	2010					X	Code was drafted but never approved
Powers Ferry TAD	Institute a tax allocation district for sections of Powers Ferry Road	2011				X		Project has been postponed per the Powers Ferry Master Plan Update
CNRA Gateways	Acquire and Construct access gateways to the Chattahoochee National Recreational Area along Wildwood Parkway, Windy Hill, and Windy Ridge Parkway	2013					X	Project has been postponed per the Powers Ferry Master Plan Update
Update Redevelopment Sites Inventory	Include the Powers Ferry ROD into the Redevelopment Sites Inventory	2010		X				Project has been completed per the Powers Ferry Master Plan Update.
Commercial Revitalization Zone	Establish a Commercial Revitalization Zone for Village Area	2011		X				Project has been completed per the Powers Ferry Master Plan Update.
Terrell Mill Park Feasibility Study	Conduct a feasibility study for the expansion of Terrell Mill Park	2015				X		Project has been postponed per the Powers Ferry Master Plan Update
Update Cobb County Comprehensive Plan	Update the Comprehensive Plan and Future Land Use Map in accordance with the Powers Ferry Master Plan	2010		X				Complete

**Franklin/ Delk LCI Study Update  
2017-2022 Action Plan**

Rolled Over/ New Project Name	Project Description	Type of Improvement	Engineering Year	Engineering Cost Estimate	ROW Year	ROW Cost Estimate	Construction Year	Construction Cost Estimate	Total Estimated Project Costs	Responsible Party	Funding Source	Comments
<b>Transportation Initiatives</b>												
Wylie Road Sidewalks Phase 1	Construct sidewalks along Wylie Road from South Marietta Parkway (SR 120) to Ridge Run	Pedestrian	Completed	\$72,000	Underway	\$ -	2021	\$ 480,000	\$552,000	City	Local	
Wylie Road Sidewalks Phase 2	Construct sidewalks along Wylie Road from Ridge Run to Cobb Parkway (US 41)	Pedestrian	2020	\$35,000	2021	\$ 60,000	2022	\$ 288,000	\$383,000	City	Local	
South Marietta Parkway (SR 120) Sidewalks I	Construct sidewalks along South Marietta Pkwy (SR 120) from Franklin Gateway to I-75.	Pedestrian	2019	\$38,160	2020	\$ -	2021	\$ 216,000	\$254,160	City	Local	
South Marietta Pkwy (SR 120) Bridge over I-75: Pedestrian Accommodations		Pedestrian								City/State	Local/ State	
South Marietta Parkway (SR 120) Sidewalks II	Construct sidewalks along South Marietta Pkwy (SR 120) from I-75 to Powers Ferry Road.	Pedestrian	2019	\$91,620	2020	\$ -	2021	\$ 610,800	\$702,420	City	Local	
Franklin Gateway/Cobb Pkwy (US 41) Connector	Construct a new roadway connecting Franklin Gateway to Cobb Parkway (US 41). Roadway will include medians, sidewalks, pedestrian lighting.	Roadway Capacity	2017	\$883,875	2018	\$16,000,000	2020	\$ 24,000,000	\$40,883,875	City	Local	
Rottenwood Creek Multi-use Trail Phase 1	Study and construct a multi-use trail along Rottenwood Creek corridor (where feasible) from Alumni Drive to Franklin Gateway.	Multi-Use Trail	2016	\$400,000	2017	\$ 500,000	2018	\$ 1,440,000	\$2,340,000	City	Local	Project completed scoping phase in 2015.
Rottenwood Creek Multi-use Trail Phase 2	Study and construct a multi-use trail along Rottenwood Creek corridor (where feasible) from Franklin Gateway to Terrell Mill Road	Multi-Use Trail	2017	\$229,500	2019	\$ 600,000	2020	\$ 1,530,000	\$2,359,500	City	Local	Project was awarded scoping in 2016
Franklin Gateway Improvements Phase 2	Install roadway improvements along Franklin Gateway from Twin Brooks Drive to Marquis Place. Project will include safety operation improvements, medians, sidewalks, and lighting.	Safety Operational	Completed	\$427,000	Completed	\$ 1,012,000	2016	\$ 3,499,000	\$4,938,000	City	Local	
Franklin Gateway Improvements Phase 3	Install roadway improvements along Franklin Road from Marquis Place to Delk Road. Project will include safety operation improvements, medians, sidewalks, and lighting.	Safety Operational	2017	\$400,200	2018	\$ 1,014,420	2019	\$ 2,686,560	\$4,101,180	City	Local	
Roswell Road Intersection Improvements	Install intersection improvements and mast arm upgrades at the following intersections: Roswell Road/Powers Ferry Road, Roswell Road/Lower Roswell Road, and Roswell Road/Wylie Drive/Woolco Drive.	Intersection	2016	\$30,000	2017	\$ 50,000	2017	\$ 500,000	\$580,000	City/State	Local/ State	
Terrell Mill Road Trailhead	Design and construct a trail head on Terrell Mill Road as a part of the Rottenwood Creek/Bob Callan Trail	Multi-Use Trail	2019	\$19,500	N/A	\$ -	2020	\$ 195,000	\$214,500	Cobb County/CCID	Local	
Delk Road at Powers Ferry Rd Ped Signal Upgrades	Improvement of signalization at intersection	Intersection	2020						\$0	Cobb County	Local	
Delk Road at Powers Ferry Rd Intersection Improvements	Intersection and pedestrian improvements	Intersection	2020						\$0	Cobb County	Local	
Powers Ferry at Delk Road - Crosswalk Streetscape Improvements	Pedestrian improvements with streetscape improvements similar to CCID initiatives along Powers Ferry (restriping and resurfacing project to extend northbound lane of Delk Road)	Intersection	2020	\$0	N/a	\$ -	2021	\$ 200,000	\$200,000	Cobb County	Local/State	
Powers Ferry at Terrell Mill Road - Crosswalk/ Streetscape Improvements	Pedestrian improvements with streetscape improvements similar to CCID initiatives along Powers Ferry Road (Terrell Mill Road to Wildwood Pkwy)	Intersection	2020	\$110,000	2021	\$ -	2021	\$ 621,000	\$731,000	Cobb County	Local/State	
Powers Ferry Road Sidewalk Upgrades	Upgrade sidewalks from 3 feet to 5 feet along Powers Ferry Road (SB) from Governors Ridge to Windy Hill Road	Safety Operational	2021							Cobb County	Local/State	
Windy Hill-Terrell Mill Connector	Construct a connector road between Windy Hill Road and Terrell Mill	Roadway Capacity	2016		2017	\$20,000,000	2019	\$ 15,000,000	\$35,000,000	Cobb County	Local/State	
Powers Ferry Access Management Plan	Study and implement access management plan along Powers Ferry Road from Delk Road to Terrell Mill Road	Safety Operational	2022							Cobb County	Local/State	
Northwest Corridor Express Lane Park and Ride Lot	Develop a park and ride lot in the Roswell Road area for use on the express lanes.	Transit	N/A	N/A	N/A	N/A	N/A	N/A	N/A	GRTA	State	
Powers Ferry Bicycle Network	Detailed bike connectivity plan for the area.	Bike-Ped	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Cobb County	Local	

**Franklin/ Delk LCI Study Update  
2017-2022 Action Plan**

**Update Housing and Other Local Initiatives**

<b>Description/ Action</b>	<b>Year</b>	<b>Responsible Party</b>	<b>Funding Source</b>
Build park improvements on acquired land at 1034 Franklin Gateway.	2017	City of Marietta	Local
Conduct a Master Land Use Plan with a zoning overlay component which would encourage mixed-use development.	2017	City of Marietta	Local
Institute a tax allocation district for sections of Powers Ferry Road	2018	Cobb County (w/concurrence of the City of Marietta, Marietta City Schools and the Cobb County Board of Education)	Local
Acquire and construct access gateways to the Chattahoochee National Recreational Area along Wildwood Parkway, Windy Hill, and Windy Ridge Parkway	2019	Cobb County	Local
Conduct a feasibility study for the expansion of Terrell Mill Park	2018	Cobb County	Local
Integrate Powers Ferry Master Plan 5 Year Update and Dobbins JLUS into the 10 year Comprehensive Plan.	2017	Cobb County	Local
Investigate opportunities for better parking access to parks and trails in the area.	2020	City of Marietta and Cobb County	Local
Encourage a balanced mix of housing and explore opportunities for increased home ownership in area.	2017	City of Marietta, Cobb County, CDBG and the Marietta Housing Authority	Local/Federal
Expand the boundaries of the Gateway Marietta CID	2017	Gateway Marietta CID	Local
Pursue an easement agreement for orientation and directional signage.	2017	City of Marietta and Gateway Marietta CID	Local
Attract sustainable redevelopment of multi-family units.	2018	City of Marietta	Local
Improve placemaking, wayfinding, gateways, signage and aesthetics throughout the CID.	2017	Gateway Marietta CID	Local